



SEPTEMBER 2019 IMPACT

372,000

Animals Potentially Impacted*

8,100

Animals Potentially Spared**

Mercy For Animals supporters gave generously at our 20th Anniversary Gala on September 14. Raising \$2.1 million, the star-studded event was the most successful gala in the organization's history. A moving program looked back at two decades of impact for animals and inspired attendees with a vision for the next 20 years.

In Brazil, activists took to the streets with a powerful message: The Amazon is burning, and the world's appetite for meat is fueling the fires. The eye-opening demonstration took place on the renowned Paulista Avenue in São Paulo, part of a multi-regional campaign launched in Brazil, Mexico, and the United States.

*We achieve much of our corporate animal welfare progress in partnership with other organizations. Figure represents animals potentially impacted per year once corporate policy commitments secured by Mercy For Animals in September are fully implemented.

**Figure represents estimated animals spared in September through fully implemented institutional food policies. It is based on the assumption that fewer animals will be killed if demand for meat, dairy, and eggs decreases.

Dive deeper into the numbers at [MercyForAnimals.org/Impact](https://www.MercyForAnimals.org/Impact).



Reforming the Marketplace



372,000

Animals Potentially Impacted Each Year by These Policies



2

Brands Committed to Reducing Suffering of Chickens Raised for Meat

United States: 2
Canada: none this month
Year to Date: 25



1

Brands Committed to Going Cage-Free

Mexico: none this month
Brazil: none this month
United States: 1
Year to Date: 49



Celebrating 20 Years of Mercy

Some of Hollywood's most notable animal advocates walked the blue carpet at this year's annual gala, including Joaquin Phoenix, Kevin Smith, Rob Zombie, Charo, Daniella Monet, Moby, and Diane Warren, as well as Paul Wesley, Joseph Morgan, Persia White, Cassandra Peterson, Davey Havok, Sarah Jeffery, Matt Lauria, and Redfoo.

Kat Graham of *The Vampire Diaries* hosted the program. Kat Von D received the Hope Award for her remarkable activism. *American Idol* star Catie Turner gave a beautiful performance, and attendees rounded out the evening by raising more funds than any prior event.



Seeing Behind the Fires

Close to 50 volunteers marched in a demonstration on Paulista Avenue in São Paulo wearing paper gas masks, holding signs, and pushing a 10-foot-long barbecue grill. A burning rainforest smoked under the grill's bars, and on top of the grill sat a massive "steak."

The demonstration was part of a campaign launched online in Brazil, Mexico, and the United States ahead of the United Nations' Climate Action Summit. In the United States, we are urging members of Congress to cosponsor the Act for the Amazon Act.

Building a Movement

We inspire people to get active in the animal protection movement, and we develop leaders who spread our mission.



1.5 Million

Online Video Views

Brazil: 385,043
Mexico: 443,539
United States: 731,295
Year to Date: 27.8 million



42.9 Million

Social Media Impressions

Brazil: 6.1 million
Mexico: 12.7 million
United States: 24.1 million
Year to Date: 569.8 million



91

Media Mentions

Brazil: 33
Mexico: 2
United States: 56
Year to Date: 424



13,425

Pro-vegan Leaflets

Brazil: 13,115
Mexico: none this month
United States: 310
Year to Date: 185,125



34

Active Volunteer Communities

Brazil: 22
Mexico: 2
United States: 10



411

Volunteer Hours Logged

Brazil: 402
Mexico: none this month
United States: 9
Year to Date: 2,987



52

Volunteer Actions Completed

Brazil: 50
Mexico: none this month
United States: 2
Year to Date: 712

CAMPAIGNS IN PROGRESS

3

Corporate Campaigns